

**NATIONAL EYE HEALTH EDUCATION PROGRAM:
AFRICAN AMERICAN
GLAUCOMA MESSAGE TESTING
FOCUS GROUPS FINAL REPORT**

**SUBMITTED BY:
ORC MACRO**

**SUBMITTED TO:
NATIONAL EYE INSTITUTE
NATIONAL INSTITUTES OF HEALTH**

**CONTRACT No.:
GS-23F-9777H/263-FD-105415**

APRIL 28, 2003

TABLE OF CONTENTS

	PAGE NUMBER
I. INTRODUCTION	1
II. BACKGROUND	1
III. OVERVIEW OF PROGRAM.....	1
IV. MAKE-UP OF FOCUS GROUPS	2
V. FINDINGS	2
VI. SUMMARY	5

APPENDICES

APPENDIX A: FIVE RADIO PUBLIC SERVICE ANNOUNCEMENTS

APPENDIX B: SCREENER FOR GLAUCOMA MEDICARE BENEFIT

APPENDIX C: GLAUCOMA BENEFIT MESSAGE TESTING MODERATOR'S GUIDE

NATIONAL EYE HEALTH EDUCATION PROGRAM: AFRICAN AMERICAN GLAUCOMA MESSAGE TESTING FOCUS GROUPS FINAL REPORT

I. INTRODUCTION

This report summarizes the qualitative research effort conducted to test radio public service announcements (PSAs) in development for African Americans aged 50 and older and their family and friends.¹ The PSAs are being developed for the Glaucoma Public Education Program: Medicare Benefit initiative. Five separate radio PSAs were presented to focus group participants for their reaction regarding message content, audience appeal and relevancy, cultural appropriateness, and clarity.²

II. BACKGROUND

On January 1, 2002, coverage under the Benefits Improvement and Protection Act of 2000, Section 102 became effective. This Act identified the glaucoma-detection benefit for Medicare beneficiaries. The glaucoma-detection benefit provides coverage for an annual eye screening (dilated eye examination with an intraocular pressure measurement) for Medicare-eligible beneficiaries with diabetes and those at risk of developing glaucoma, specifically African Americans over age 50 and those with a family history of glaucoma.

III. OVERVIEW OF PROGRAM

The goal of the Glaucoma Public Education Program: Medicare Benefit initiative is to alert African Americans with Medicare about glaucoma, its risk factors, and the Medicare benefit. This will be accomplished by—

- Raising the awareness of glaucoma, its associated risks, and high incidence within the African American community
- Informing African Americans that early detection and treatment may reduce the risk of blindness
- Educating the primary target audience about the glaucoma Medicare benefit
- Developing and enhancing partnerships with organizations interested in vision health education including, but not limited to, civic organizations; Federal, state and local agencies; faith-based organizations; and private industry.

¹ A traditional focus group report with participant quotes and comments was not produced in order to expedite the development of messages under this task.

² See Appendix A for the five radio PSAs that were presented to focus group participants.

NATIONAL EYE HEALTH EDUCATION PROGRAM: AFRICAN AMERICAN GLAUCOMA MESSAGE TESTING FOCUS GROUPS FINAL REPORT

IV. MAKE-UP OF FOCUS GROUPS

According to market demographics, the target audience for the Glaucoma Public Education Program: Medicare Benefit resides primarily in the southeastern region of the country. Therefore, six focus groups were conducted in the Washington, DC suburbs; Columbia, SC; and Jackson, MS.^{3,4} All six focus groups were conducted in March 2003.

V. FINDINGS

General Vision

- Overall, focus group participants rated their overall vision as fair or good. Although a few participants rated their vision as 20/20, they did not rate their vision as excellent. Several of the participants said that they were beginning to experience problems with their vision.
- While a few of the participants attributed the changes in their vision to age, others said that they had been diagnosed with specific eye diseases and/or conditions, including age-related macular degeneration, cataract, glaucoma, and myopia. However, one participant did not attribute his vision problems to an eye-related disease and/or condition. The participant said that his vision problems were due to sickle cell disease.
- Responses concerning the last eye exam greatly varied. While some participants said that they had their last eye exam six months, one year, and/or two years ago, other participants had more extreme responses including two years ago, more than five years ago, six years ago, and 12 years ago. One Jackson, MS, participant said that he had his last exam when he was in the eighth grade, while another participant in the same group said that she could not recall.
- An overwhelming majority of respondents said that they see an ophthalmologist as their eye care provider. Only a few respondents said that they see an optometrist for their eye care needs.
- In terms of a dilated exam, responses again varied. Most Columbia, SC, respondents said that they had their last dilated exam two years ago. Other respondents in the Jackson, MS, focus groups said that they had their last exam six years ago. A few respondents in the Jackson, MS, focus groups said that they had never had a dilated eye exam.

³ All focus group participants were African Americans aged 18 and older. A total of six participants aged 50 and older were recruited to participate in each group to gauge the reaction of the primary target audience. Persons under age 50 were recruited to determine whether the PSAs presented during the focus groups would encourage them to discuss the material with a family member or friend who could be at risk for developing glaucoma.

⁴ See Appendix B for Recruitment Screener and Appendix C for the Moderator's Guide.

NATIONAL EYE HEALTH EDUCATION PROGRAM: AFRICAN AMERICAN GLAUCOMA MESSAGE TESTING FOCUS GROUPS FINAL REPORT

- Responses from the Washington, DC, suburb participants varied within the groups. Participants in the first group said that they have their eyes dilated every six months to a year while participants in the second group were much less consistent. Participants in the second group said that they had a dilated eye exam years ago or never. A few participants said that they have a dilated eye exam every four to six months.

Knowledge of Glaucoma

- Participants in all of the focus groups said that they were familiar with the term “glaucoma.” None of the participants said that they had never heard the term.
- When asked whether they knew the symptoms of glaucoma, participants responded with the following:
 - Blurred vision
 - Clouding of the lens
 - Headaches
 - Pressure built up behind the eyeballs
 - Pressure in the eyes
 - Red eyes
 - Shadowy figures
 - Swelling of the eye.
- Many of the participants said that glaucoma is caused by hypertension, or glaucoma. A couple of other participants said that glaucoma is caused by cataract or diabetes.
- Many respondents said that they know or have known someone with glaucoma. Focus group participants said that most of the people they know with glaucoma are relatives. (e.g. aunt, grandmother, mother, uncle, etc.)
- Respondents demonstrated a consensus when describing who was most at-risk for developing glaucoma. In general, respondents provided the following description for who is at-risk of developing glaucoma:
 - African Americans/Blacks
 - African Americans over age 50
 - African Americans with diabetes
 - Anyone over age 50
 - Persons with high blood pressure
 - Hispanics
 - Middle-aged people (55–65)
 - Persons with diabetes.
- The majority of participants verbally acknowledged that glaucoma could cause blindness or partial vision loss, and therefore should be taken seriously.

NATIONAL EYE HEALTH EDUCATION PROGRAM: AFRICAN AMERICAN GLAUCOMA MESSAGE TESTING FOCUS GROUPS FINAL REPORT

Radio Preferences

- Overall, participants said that they listen to the radio when riding in the car. As such, the majority of participants said that they listen to the radio at some point during a day. Only one or two participants said that they do not listen to the radio daily. However, responses concerning the amount of time spent listening to the radio on a daily basis again varied greatly. Most participants said that they listen to the radio for a total of one hour during the course of a day. Other participants said that they listen to the radio three to seven hours a day.
- In terms of the time that they prefer to listen to the radio, morning was the most popular time of day among participants. Specific times typically mentioned included 7 a.m. to 4 p.m., 7 a.m. to 8 a.m., and 6 a.m. to 8 a.m. Several participants also mentioned that they listen to the radio around 5 p.m. during their afternoon commute, as well.
- The most popular types of radio stations listened to included gospel, jazz, oldies but goodies, talk radio, reggae, R&B, sports, and urban. Only a few people said that they listen to the AM frequency. Those persons do listen to the AM frequency typically preferred gospel, talk radio, and sports radio.

PSAs

- The first PSA presented, the “Jazz Band,” was well received among focus group participants. Participants in the Washington, DC, suburbs focus groups liked the PSA overall. However, a couple of the participants said that it was too long. While some participants said that the PSA would encourage them to call for more information, other said that it would not. Participants in Columbia, SC, expressed the same sentiment. On the opposite end of the spectrum, Jackson, MS, participants said that the PSA would encourage them to call for more information.
- “Glaucoma” was the second PSA presented to focus group participants in all of the locations. Very few participants in any of the focus groups liked this particular PSA. In fact, a couple of the Washington, DC, suburbs respondents said that they weren’t able to determine whether the PSA was meant to be humorous. Participants in the other groups said that they would turn the station if it came on the radio. Other said that they would not call for more information after hearing it.
- Although it wasn’t one of the two most favorite PSAs, “Driving Dad” was positively received by participants overall. Participants who said they liked this one highlighted its appeals to people with children and grandchildren. Along the same vein, those participants who did not like it highlighted its disconnect to the younger population. However, the participants who liked it said that it would encourage them to call for more information. A few participants in the Washington, DC, suburbs focus groups suggested shortening the dialogue. Most participants in Jackson, MS, and Columbia, SC, said that the length of the dialogue is fine.

NATIONAL EYE HEALTH EDUCATION PROGRAM: AFRICAN AMERICAN GLAUCOMA MESSAGE TESTING FOCUS GROUPS FINAL REPORT

- The “Sermon” was the fourth PSA presented to focus group participants. Responses to the “Sermon” were similar to the “Driving Dad” responses in terms of intended audience. Many participants said that this PSA was targeted to the older adult population only. However, some respondents said that they would listen to it if it were played on a gospel radio station. A few respondents said that they would change the station if it came on the radio. Although a couple of participants described the PSA as racial and blasphemous, many said that they liked it and would call for more information after hearing it.
- The last PSA presented to participants, “Conversations”, was one of the two most popular among all respondents. The majority of participants in all of the focus groups said that they liked this one because it was short and to the point while being informative. Almost everyone who heard this PSA said that they would call for more information or tell a family member who may be at risk.

VI. SUMMARY

- In general, focus group participants said that they consider their vision to be fair. None of the participants said that they have excellent vision. The overwhelming majority of participants said that they see an ophthalmologist for their eye care needs. However, responses varied when asked about their last eye exam and/or dilated eye exam. While some participants said that they have a regularly scheduled eye exam and/or dilated eye exam, other respondents said that they could not remember the last time they had an eye exam and/or dilated eye exam, if ever.
- A few of the participants said that they currently have a diagnosed eye disease and/or condition. Several of the participants also said that they know a family member with glaucoma.
- Focus group participants appeared to be rather familiar with the causes and symptoms of glaucoma. Many participants described glaucoma as “pressure” in the eyes. When asked to explain who is most at risk for developing glaucoma, many participants mentioned at least one of the following: African Americans, Hispanics, middle-aged persons (age 50), and/or people with high blood pressure.
- The great majority of participants said that they listen to the radio at least once daily. Many of those participants said that they typically listen to the radio during their morning commute between 7 a.m. to 8:30 a.m. Some participants also mentioned listening to the radio during their afternoon commute around 5 p.m.
- Participants said that they prefer the following types of radio stations:
 - Gospel
 - Jazz
 - Oldies but Goodies
 - R&B
 - Sports
 - Talk Radio

NATIONAL EYE HEALTH EDUCATION PROGRAM: AFRICAN AMERICAN GLAUCOMA MESSAGE TESTING FOCUS GROUPS FINAL REPORT

- Urban

Overall, focus group participants said that they liked the “Jazz Band” and “Conversations” PSAs the most. The least liked PSA was the “Glaucoma”. Very few participants in the Jackson, MS and Washington, DC suburbs focus groups liked the “Glaucoma”. Although not as well liked as the “Jazz Band” and “Conversations”, the “Driving Dad” PSA was also well received among participants. The “Sermon” PSA was well received among many focus group participants. However, focus group participants made it clear that it would primarily appeal to an older population that regularly listens to gospel radio.

APPENDIX A
FIVE RADIO PUBLIC SERVICE ANNOUNCEMENTS

GLAUCOMA: 60 “GLAUCOMA”

GLAUCOMA: I am glaucoma. I will block out the sun.

ANNC: It's a threat to many aging Americans.

GLAUCOMA: I will hide the world in shadows.

ANNC: A high-risk threat to African Americans.

GLAUCOMA: I will steal all the colors.

ANNC: Glaucoma can take away your sight.

GLAUCOMA: I will obscure the smiles of children from your view.

ANNC: But early detection can help you beat it.

GLAUCOMA: Will you see me coming?

ANNC: That's why you must schedule an appointment.

The fact is, Medicare offers an annual dilated eye exam – the only way to discover glaucoma.

So take advantage of it.

GLAUCOMA: I can be defeated.

ANNC: See your eye care provider for a dilated eye exam, don't let glaucoma change your world.

See the future. Get the exam.

For information about glaucoma call 1-877-569-8474.

Brought to you by the U.S. Department of Health and Human Services, National Institutes of Health.

GLAUCOMA: 60 “JAZZ BAND”

MUSIC UNDER: JAZZ BAND; PIANO, DRUMS, BASE, HORNS

ANNCR:

Cool jazz. Sounds great, huh.

I want to make a point with this music.

About your vision, and a disease called glaucoma.

Imagine your sight was like your hearing.

If you had full hearing you'd be hearing the whole band like now.

But with glaucoma, your sight begins to go. around the edges. Like tunnel vision.

MUSIC IS NOW ONLY PIANO AND BASE HORNS AND DRUMS HAVE FADED

Just like what happened to the music.

If left untreated, glaucoma can eventually cause a total loss of vision.

DRUMS FADE OUT ONLY PIANO IS LEFT. THEN PIANO FADES OUT

Just like what happened to the music. And there is no cure for glaucoma.

But, if you catch it early through a dilated eye exam, and treat it, your vision can be preserved.

Now Medicare covers an annual eye exam to screen for glaucoma.

And, if you are African American, you're at high risk.

So see your eye care provider and get a dilated eye exam, save your sight.

FULL BAND COMES BACK IN.

Just like what happened to the music.

See the future. Get the exam.

For information about glaucoma call 1-877-569-8474.

Brought to you by the U.S. Department of Health and Human Services, National Institutes of Health.

GLAUCOMA :60 “CONVERSATIONS ”

TWO MEN ON THE STREET

MAN 1

Yeah, I heard about glaucoma. It's got to do with your eyes doesn't it?

MAN 2

It's a disease that if left untreated, could cause you to lose your sight.

MAN 1

Well, my eyes are good. So what should I care.

MAN 2

You're an African American.

Glaucoma is four times more likely to strike you just because of who you are. That's why you should care.

MAN 1

Okay, okay. Made your point. What do I do now?

MAN 2

You go see your eye care provider and get a dilated eye exam, that's what.

The exam is covered under Medicare.

You are enrolled in Medicare aren't you?

MAN 1

Yeah, I am. But my vision is fine. Never had any problems.

MAN 2

Most people who have it don't even know they do. It's sneaky ,man.

That's why you need to see your eye care professional.

You could lose your sight.

FEMALE ANNCR

Glaucoma sneaks up on you. That's why it's especially important if you're African American, to get a Medicare approved dilated eye exam to make sure you catch glaucoma early enough to treat it.

See the future. Get the exam.

For information about glaucoma call 1-877-569-8474.

Brought to you by the U.S. Department of Health and Human Services, National Institutes of Health.

GLAUCOMA :60 “DRIVING DAD”

SFX: Traffic noise and muted music in background

WOMAN: It's no big deal dad, Dr. Samuels said it only takes a few minutes.

MAN: You know how I hate going to the doctors, Tanya.

WOMAN: He also said that you were in a high risk group for glaucoma.

And that the best thing to do was to get an exam to make sure you were okay.

MAN: But my vision is fine.

ANNCR: If you're African American, you are at higher risk for glaucoma.

Glaucoma is an eye disease that can take away your sight.

There is no cure, and at first not even any symptoms.

You could have it and not even know it. That's why they call it the sneaky thief. It steals your sight.

WOMAN: You'll feel lot better knowing, dad, plus they say that if it's caught early it can be treated.

And your vision can be saved.

ANNCR: Now Medicare covers an annual dilated eye exam.

So there really isn't any excuse not to go.

WOMAN: Can you imagine what it would be like to lose your vision?

Not see Marcus and Janney growing up?

MAN: Well, I guess there are worse things. I could be going to a tax audit.

ANNCR: If you, or someone you love is African American, get a Medicare covered dilated eye exam.

Don't wait.

See the future. Get the exam.

For information about glaucoma call 1-877-569-8474.

Brought to you by the U.S. Department of Health and Human Services, National Institutes of Health.

GLAUCOMA :60 “THE SERMON”

SFX: Gospel music in background over muffled conversation

Preacher:

Today's sermon is about vision. We know from the bible that Moses had a vision of God in the burning

bush where he got the mission of Exodus. But that's not what I'm talking about today. I'm talking about the vision you all have. Your eyesight.

Did you know that as African Americans we are four times more likely to develop glaucoma?

I saw my eye care provider the other day and he told me all about the risks we all have.

There is no cure for glaucoma. It will never go away. And, if left untreated it will take away your sight.

But there is hope. If you catch it in its early stages, it can be treated and you can preserve your vision.

That's why it's so important to get your eyes checked.

SFX: Gospel music up to a crescendo

So, today I am here to tell you all to get that eye exam to make sure you don't have glaucoma.

And it's easier than ever because now Medicare provides for an annual dilated eye exam.

So, there's no excuse.

SFX: Gospel music to finish

See the future. Get the exam. For a healthier US.

For information about glaucoma call 1-877-569-8474.

Brought to you by the U.S. Department of Health and Human Services, National Institutes of Health.

APPENDIX B
SCREENER FOR GLAUCOMA
MEDICARE BENEFIT

SCREENER FOR GENERAL AFRICAN-AMERICAN POPULATION

RECRUITING GOALS

- Each group should be composed of equivalent numbers of men and women.
- The participants should be African-American.
- Each group should be composed of six participants that are age 50 and older.
- Persons who work or have worked or have a family member who is employed by the National Eye Institute or any state or local agency responsible for eye care shall be excluded.
- Participants shall not have participated in a focus group or other qualitative research study over the last six months.

Screening Questions for General African-American Population

Hello Mr/Miss/Mrs. (if known), my name is _____ and I am calling from _____. We are working with a research firm on a project to gain feedback on public health education messages currently in development. Could I ask you a few short questions regarding this issue?

1. Determine gender.
 - ☐ Male
 - ☐ Female
2. Could you tell me which age group you belong to?
 - ☐ Under 18 – **terminate**
 - ☐ 19 - 24 – *continue*
 - ☐ 25 - 29 -- *continue*
 - ☐ 30 - 34 -- *continue*
 - ☐ 35 - 39 – *continue*
 - ☐ 40 - 44 – *continue*
 - ☐ 45 - 49 -- *continue*
 - ☐ 50 and over – *continue* [Note: Recruit six for each group. Once quota is filled, stop recruitment for this age group.]
3. What is your ethnic background?
 - ☐ African American/Black -- *continue*
 - ☐ American Indian -- **terminate**
 - ☐ Asian American – **terminate**
 - ☐ Hispanic/Latino – **terminate**
 - ☐ Pacific Islander – **terminate**
 - ☐ White/Caucasian – **terminate**

4. Have you or any member of your immediate family ever worked for the National Eye Institute or any other federal, state or local agency that is responsible for eye care?
- ☐ No---- *continue*
☐ Yes-----**terminate**
5. In the past six months, have you participated in any focus groups, mock juries, or other research studies? [**Participation in telephone surveys is allowable.**]
- ☐ No----*continue*
☐ Yes----**terminate**
6. We would like you to participate in a discussion with one of our staff to talk about your needs in working with the elderly population. The focus group will last about 2 hours. You will be paid **\$50** for your participation. Would you be willing to participate in this focus group?
- ☐ Yes---*continue*
☐ No----terminate
7. I would like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address and give me a phone number where you can be reached:

NAME: _____

ADDRESS: _____

CITY: _____ STATE _____ ZIP-CODE _____

PHONE: (H) _____

(W) _____

EMAIL ADDRESS _____

CELL PHONE: _____

DATE OF FOCUS GROUP _____ TIME _____

We are inviting only a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call (insert name of recruiter) at (insert telephone number) if this should happen.

APPENDIX C
GLAUCOMA BENEFIT MESSAGE TESTING
MODERATOR'S GUIDE

GLAUCOMA BENEFIT MESSAGE TESTING

MODERATOR'S GUIDE

I. WELCOME AND INTRODUCTIONS

A. WELCOME

Good afternoon, my name is (moderator's name) and I will be your moderator for this session. I am employed by a management consulting firm located just outside of Washington, DC. Our client is interested in vision care among African-American adults (50+). I want to let you know that I am not an expert in vision care, rather I am an independent moderator trained to facilitate our discussion.

B. INTRODUCTIONS

Before we begin let's introduce ourselves. As I mentioned I am _____. My job is to ask questions and, if needed, to ask you to clarify your response. It is important for you to know that there are no right or wrong answers here. We just want to get a better understanding of your vision care concerns and how and where you learn about vision care.

Let's begin on my left and move around the table. Tell me your name and why you agreed to participate in this focus group today. Thank you.

C. GROUND RULES

Now I would like to talk a little bit about our ground rules for today's discussion. Ground rules are our guidelines for operating so that we can complete our task in a manner that is respectful of everyone and provides all of you with the opportunity to express your thoughts safely and confidentially.

- You have been invited here to offer your views and opinions.
- Everyone's participation is important.
- Please speak one at a time.
- There are no right or wrong answers.
- It's okay to be critical. If you dislike something you hear, it's okay to disagree but be willing to offer your own views and opinions.
- This session will be audio taped. This allows us to capture everything that is being said today, which we will need to write our report to our client. (If there is a one-way mirror mention that there are observers in the next room and

mention who the observers are and why they are behind the mirror. Also mention where the audio equipment is located if it is not obvious.)

- All of your answers will be confidential, so feel free to say exactly what is on your mind. Nothing will be attributed to any particular person in our report.
- If anyone needs to use the rest room, they are located (specify). There is no need to stop the discussion.

Do you have any questions before we get started?

II. GENERAL VISION

Let's begin by talking about your vision.

- How do you rate your vision in general?
- When was the last time you had your eyes examined? (past year, 1-2 years, more than 2 years)
 - Probe:
 - By whom? (optometrist, ophthalmologist)
- What is a dilated eye exam?
 - Probe:
 - How many of you have had a dilated eye exam?
 - How often? (once a year, once every two years?)

III. KNOWLEDGE OF GLAUCOMA

Now I'd like to talk more specifically about a vision-related condition.

- How many of you have heard the term "glaucoma"?
- What do you know about glaucoma?
 - Probe:
 - What are the symptoms? How does it affect one's vision?
- How many of you know someone who has been diagnosed with glaucoma?
- What symptoms make you think they are at-risk?
 - Probe:
 - Why do you think they are at-risk? Do you think that they have symptoms of glaucoma?
- Overall, who do you think is most at-risk for developing glaucoma?

- o Probe:
 - Can you describe to me someone who is at-risk for developing glaucoma in terms of age, race, and/or ethnicity?
- Why do you think glaucoma may be considered a serious condition? Why? Why not?

IV. RADIO PREFERENCES

Let's switch topics for a minute.

- How many of you listen to the radio?
- How often do you listen to the radio?
 - o Probe:
 - Every day? Few times a week? Rarely?
- At what time of day do you typically listen to the radio?
 - o Probe:
 - In the morning? During the day? In the evening?
- What type of radio station do you typically listen to?
 - o Probe:
 - Urban/R&B? Jazz? Gospel/Christian? Other – if so what?

V. PSA's

I would now like to get your opinion on a few radio public service announcements (PSAs) that our client is currently developing. The radio PSAs are being developed to encourage African-Americans 50+ to get their eyes examined for glaucoma. The PSAs also target family members and friends of African-Americans aged 50 and older who are at-risk for developing glaucoma.

Please listen to the audio recording of the PSAs. Afterwards, I would like for you to tell me which one(s) you prefer and why.

After each sample, ask the following:

- Why do you think this PSA would empower you to schedule an appointment with your eye doctor for a dilated eye examination?
- Why do you think this PSA would encourage you to recommend a family member and/or friend to schedule an eye appointment?
- Why would this PSA encourage you to call for more information?

After all samples have been read, ask the following:

- Which one(s) did you like the most? Why?
- Which one(s) did you like the least? Why?
- Why do you think the wording or the information provided confused you?
 - Probe:
 - Please be more specific? [If wording - How would you word it?]

Moderator: Before we end our session today, I want to check with my client and see if there is anything else I need to ask or clarify. I'll be back in a minute or two.

VI. SUMMARY

Before we close this session, I would like to tell you that our client is the National Eye Institute (NEI), which is part of the National Institutes of Health located in Bethesda, Maryland. The NEI provides vision care information to the American public about the various vision conditions including glaucoma.

- If there was one thing that the NEI could do to make African-Americans more aware of their risk for glaucoma, would that be?

On behalf of the NEI, I wish to thank all of you for your input today. Please stop at the front desk to pick-up a token of appreciation from the NEI.